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CAMPAIGNS REPORT NO. 17

August 5, 1943

VICTORY GARDENS AND HOME FOOD PRESERVATION CAMPAIGN

Subject	Assigned	Status
<u>RADIO</u>		
Victory Garden Program (Blue) - "Going-Going Gone"	Hemphill Moore DuMars	In preparation for August 9
Farm and Home Hour (Blue) - Drying Sweet Corn	VanDeman	Released August 3
Homemakers' Chats Salting and Drying Corn Garden & A Care of Pressure Canner	Overby Overby Overby	Cleared In clearance Cleared
<u>Press</u>		
Drying Corn	Pundt	In clearance
Care and Operation of Pressure Canner	BHNHE	In preparation
What to do About Your Victory Garden in the Fall	Smith	Cleared
Story for magazine "The Rainbow"	Smith	Cleared
Story on Wartime Canning folder	Moore	In clearance

FARM LABOR CAMPAIGN

<u>RADIO</u>		
Farm and Home Hour, August 12, "Labor for Harvest", Wallace Kadderly	Hancock	In preparation
<u>Farm Flashes</u>		
Supervised Volunteer Workers	Reynolds	Cleared
Young Workers Supervised	Reynolds	"
<u>Homemakers' Chats</u>		
Whispering to Recruit Workers	Bailey	Cleared
<u>INS AND PA:</u>		
Widow Rebson and her 14 War Workers From Farm Labor Front	Fox, FSA Herndon, OI	Cleared Cleared
<u>FOOD INFORMATION SERIES, LEAFLETS, ETC.</u>		
Discussion Guide on Farm Labor	Benton	At printers
Victory Farm Volunteers, AWI series	Frutchey	Out
List of materials for use in Farm Labor Campaign	Fulghum	In preparation

Subject	Assigned	Status
Background information on interstate and foreign labor		In clearance
General overall Q & A on Farm Labor	Hancock	In preparation
September Farm Labor Jobs	Hancock	In preparation
Advice for Women and Girls doing Farm Work	F. Hall	Out
<u>FEATURES</u>		
General Statement Reporting Progress of U.S. Crop Corps	Hancock	In clearance
<u>VISUAL</u>		
Window Display - These are the weapons	Bennett	In work
Volunteer Land Corps Film	Baldwin	
Poster, Help Harvest	Bennett	In clearance
Poster, Those Overalls are your Uniform	Sill	At printers
Poster, WIA Recruiting	Poole	Out
Slidefilm, training groups of workers	Sill	Out
	Bennett	In preparation
	Vaughan	
<u>NUTRITION AND FOOD CONSERVATION CAMPAIGN</u>		
Nutrition article suggested to COLLIER'S who had professed a receptive mind.	Nichols	Finished
Material on inplant feeding to HOUSE & GARDEN.	Nichols	Finished
Spread on the Basic Seven GLAMOUR.		
Dope on August Food Waste Betty McDonald, NEA	Nichols	Finished
Dope on August Food Waste to SERVELL NEWS.	Nichols	Finished
Nutrition News notes for various OWI services.	Fairfield	Finished
Material for picnic based on Basic Seven - American Cyanamid Monthly.	Fairfield	Finished
Nutritional values of sweetpotatoes for sweetpotato kit.	Perdue	Finished
Homemakers chat on food storage questions.	Wharton	Finished
Homemakers chat on Summer bread notes.	Overby	Finished
UP Radio stories - liver & brains, lima beans - vitamins - good breakfasts - main dishes.	Hagen	Finished

Subject	Assigned	Status
"Wartime pattern for workers meals" for Owens-Illinois show	Hoffman	Finished
Story on enriched flour for Radio Roundup and Waste fat collections.	Cohan	Finished
Farm and Home Hour - "Invisible Food Waste"	Carpenter	In preparation
Mutual broadcast - "Food Waste"	Cohan	In preparation

#### PRICE AND RATIONING CAMPAIGN

(See Campaigns Report No. 16 for pending materials. New materials listed below.)

#### RADIO

<u>Farm and Home Hour</u> "Preview of Columbus, Ga., Home Front Pledge Campaign"	OI DuMars	Broadcast 8/4/43
<u>Consumer Time</u> <u>Salute to Home Front Pledge Cities--</u> This is to be a weekly feature during peak activity throughout the country on Home Front Pledge Campaign.	FDA	To start Aug. 14
<u>Radio Roundup on Food Ration Book Three</u>	FDA Cohan	Sent to field
<u>INS AND PA Home Front Pledge Campaign</u>	FDA Cohan	Cleared
<u>Federal Food Reporter - Home Front Pledge</u>	FDA Hoffman	In clearance

#### PUBLICATIONS

<u>Rationing Rules for Community Canners</u> - first of a series of information kits on rationing rules for various specific food operations.	FDA Millson	In clearance
Two posters on retailers' part in Home Front Pledge: (1) The retailer's Home Front Pledge to his customers, and (2) the joint pledge of retailer and housewife.	OPA	Scheduled to be ready first part of Sept.
Home Front Pledge Poster 22" X 44" for posting in public places. To be available through OPA district information offices.	OPA	End of August

Subject	Assigned	Status
Home Front Pledge Outline for YWCA Participation—one of a series of such outlines prepared for 75 major organizations.	OPA Group Services	In clearance
Special articles on Home Front Pledge sent to club journals of national organizations.	OPA Group Services	Completed
Series of ads - full newspaper page and smaller spots - on retailers' part in Home Front Pledge Campaign.	OPA	In production

#### MOVIES AND SLIDE FILM

Slide film on Home Front Pledge - for consumer showing. To be available through OPA District Information Officers.	OPA	Scheduled for release in three weeks.
Arrangement has been made with War Activities Committee of the Motion Picture Industry to tie up showing of the Government film on black markets in 15,000 to 16,000 theatres with the Home Front Pledge Campaign. Posters will be displayed in the theatres, and arrange- ments can be made for signing of the pledge by patrons of the theatres where field repre- sentatives desire that procedure.	OPA Wells	Completed

#### FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

Prepared press and radio materials for local use	Lewis	In preparation
Distribution program on small engines for farm use.	Lewis	In clearance
Allocation of chemical to treat new potatoes for planting	Lewis	Ready for distri- bution
Fertilizer article for special edition.	Lewis	In preparation
Farm flashes on gasoline for farm retail deliveries	Reynolds	Ready for distribution
Background piece on local activities to meet machinery shortage	Lewis	In clearance

#### OVERALL FOOD CAMPAIGN

Timetable listed separately.

Food story for NEA.	Mrs. Beckman	Mailed
Chicken is Cooked, Then Frozen (clip sheet)	ARA material	Issued
Frozen Berries Pinch Hit for Ice Cream	ARA material	Issued

Subject	Assigned	Status
<u>Farm Flashes:</u>		
Food Situation Report	Herndon, OI	Cleared
<u>Farm and Home Hour:</u>		
August 13 -- "Achieving Balanced Plenty" N.E. Dodd, Chief of Agric. Adjustment Agency.	Heinen, AAA	In preparation
<u>PRODUCTION GOALS CAMPAIGN</u>		
<u>Farm Flashes:</u>		
Good Crops for Silage	Reynolds	Cleared
Tourist Cabins for Chicks	Fox, FSA	"
Machine Service Co-op	Fos	"
Silage to Save Feed	Reynolds	"
Dig-a-Silo Club	Fox	"
Temporary Silos	Reynolds	"
How to Make Silage	"	"
Quick-to-Build Silos	"	In clearance
Sheep Shearling Cut	"	In preparation
Sweetpotato Price Changes	"	"
Sweetpotato Grading	"	"
Sweetpotato Inspection Plans	"	"
Sweetpotato Containers	"	"
Use of Cull Sweetpotatoes	"	"
Home Storage of Sweetpotatoes	"	"
More Sweet Storage Houses	"	"
Early Spring Grazing	"	In clearance
More Feed from Pastures	"	"
Cover Crops to Grass	"	"
<u>INS AND PA:</u>		
Small Farm War-Food Raiser	Fox, FSA	In preparation
Double-Duty Crop Lands	Reynolds, OI	Cleared
<u>Farm and Home Hour:</u>		
August 9 -- "Fewer Shearling Pelts Needed" Wallace Kadderly and C.G. Randall, FCA	Reynolds, OI	In preparation
August 10 -- "Improving Cotton Quality" Wallace Kadderly	Dickey, FDA	In preparation
August 11 -- "Storing Sweetpotatoes and Irish Potatoes" Wallace Kadderly, Charles Junkel, Acting Chief, Fruit & Vegetable Branch, FFA.	Burns, FDA	In preparation
August 11 -- "August Crop Report"	DuMars, OI	In preparation

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
RADIO		
Exotic Livestock Diseases	Burch, ARA	In preparation
Laying House Program	Burch, ARA	In preparation
PRESS		
Screwworm Infestations Threatened in South and Southwest	ARA	Cleared
Heat Exhaustion in Turkeys	Burch, ARA	In preparation
Poultry and the Food Front	Burch, ARA	In clearance
Feature on Flooded Lands Back in Production.	Mrs. Beckman	Mailed
Photo-quiz on Farm Animals for PARADE.	Beckman	Mailed
Conservation picture-story for NEBRASKA FARMER.	Beckman	In clearance
Illustrated story on Soybeans for Associated Press.	Beckman	In preparation
Food Production Layout for National Rotogravure Sections.	Beckman	In preparation
Illustrated feature story on Dry Beans for WIDE WORLD Photos.	Beckman	In preparation
<u>ANTI-BLACK MARKETS CAMPAIGN</u>		
<u>RADIO</u>		
Radio Round-up on Food, August 7 "Program Notes" will carry a short definition of the Black Market.	Lucille Cohan, FDA	In preparation
(See last week's report for pending material.)		